

Striking gold at the

# Salinas Valley Fair

The Salinas Valley Fairgrounds is an economic, social and cultural treasure for local communities. In 2002, the fair contributed approximately \$7.8 million in economic impact to Monterey County, created 75 local jobs and generated \$66,310 in local tax revenues.<sup>1 2 3</sup>

The Salinas Valley Fair, a nonprofit organization, operates and conducts the fairgrounds and annual fair on behalf of the county. Despite the fair organization's official status as part of the California network of fairs, it does not receive money from the state general fund. Rather, it is funded through revenues it generates locally and \$124,000 it receives annually from a licensing fee on wagers placed on horse racing. Pari-mutuel wagering on horse racing in California was allowed through a constitutional amendment in 1933, with a portion of the revenues designated to support the network of California fairs.

The California Department of Food and Agriculture's Division of Fairs and Expositions engaged the firm of KPMG LLP to measure the annual economic and social impacts of the Salinas Valley Fair and produce a report detailing their findings.<sup>4</sup> Based on information presented in this report, the fair organization should be considered a gold mine for their community and the Golden State.

## Economic Impact: At the Assayer's Office

In 2002, the fair organization created significant economic impacts on the local economy.

- Overall impact of spending by all participants at fairtime and year-round events resulted in a total economic impact on the county of approximately \$7.8 million.
- Attendee direct spending at fairtime and year-round events totaled more than \$3.9 million.
- Annual personal income impact from attendee, fair organization and fair-related business spending totaled more than \$2.7 million.
- Full-time equivalent jobs created by the fair organization through direct employment and multiplier impacts reached 75.
- City and county governments collected an estimated total of \$66,310 in tax revenues from year-round activities held at the fairgrounds.
- For each worker the fair organization and related business employs, an estimated 3.21 additional jobs are created in the county. For each dollar that economic participants pay their employees, an estimated \$1.58 in total personal income is produced in the local economy.
- Each dollar spent by the fair organization and year-round event participants generates an estimated 21 cents of additional spending in the county, for a total impact of \$1.21 per dollar spent.

## Agriculture: The Gold Nugget

A central feature of the fair is to educate people about the importance of agriculture in California.

- Seventy percent of fairgoers felt that they knew more about agriculture after going to the fair.
- The fair is a critical part of the local junior livestock program, which educates young people about the breeding, raising and grooming of farm animals. The junior livestock auction at the fair grossed \$805,222, with 609 animals purchased by 418 buyers.
- During 2002, the fair judged 6,047 exhibits, including 4,364 agricultural exhibits. This resulted in \$13,501 paid in prize money to fair participants.

## Fair-Related Businesses: Services to a Golden Industry

Fair-related businesses provide many goods and services that are essential to the fair experience.

- Commercial exhibitors generated \$764,223 in local spending, \$248,961 in personal income, eight local jobs and \$5,002 in local taxes. Attendee spending on commercial exhibitor merchandise totaled nearly \$1.6 million, which generated \$19,815 in local taxes.
- Combined economic impact of spending by commercial exhibitors plus attendee spending on commercial merchandise at fairs and year-round events totaled more than \$2.3 million.

- Concessionaires created \$339,872 in local spending, \$167,085 in local personal income, four local jobs and \$3,269 in local taxes. Attendee direct spending on food and beverages totaled \$487,066, which generated \$6,088 in local taxes.
- Total economic impact from the carnival generated \$23,151 in local spending, \$6,486 in local personal income and \$762 in local taxes.
- Entertainment at the fair created \$47,128 in local spending, \$38,584 in local personal income, one local job and \$415 in local taxes.

## Community Groups: Mining for Gold

The fair is a major venue for local community groups and nonprofit organizations to raise money and awareness of their programs.

- In 2002, nonprofit groups raised \$57,000 at the Salinas Valley Fairgrounds for community programs and services.
- Include the \$805,222 raised at the junior livestock auction, and a total of \$862,222 was raised for community benefits.

## Attendees: A Golden Treasure

Californians love their fairs and fairground events.

- Fairtime attendance was 31,844 in 2002, and year-round events attracted another 97,500 people. Total annual attendance at the Salinas Valley Fairgrounds was 129,344, which represents 31 percent of the county's population.
- Year-round events demonstrate how well-planned and creative programming can generate community involvement and local revenues. Attendee spending at year-round events totaled nearly \$2.3 million.
- The average visitor attends the fair 2.1 times per year and lives within 100 miles.

## Social and Cultural Impacts: Giving Back

While the economic impact of the fair is remarkable, it is the social and cultural impacts that may leave the most lasting impression on Californians.

- The fair provides a focal point for community members to celebrate their heritage, compete in a variety of events, hold family reunions, display and view artwork, learn about other cultures, premier new inventions, and showcase the best of California.

- Ninety-five percent of attendees agreed that the fair provided worthwhile community benefits.

## Conclusion: A Golden Legacy

As this profile of the Salinas Valley Fair illustrates, fairs entertain and educate, but they also have immense economic, educational, social and cultural impacts. Economic impacts range from spending by attendees and businesses to nonprofit fundraising to job creation and to tax revenues. From people's paychecks to community services, the return on investment from fairs is widespread.

Fairs, however, represent much more than dollars-and-cents. Fairs offer a link between urban and rural California. They serve as tools for educating Californians about the importance of agriculture and introducing young people to both traditional and innovative aspects of life on the farm.

Fairs reach far beyond their agrarian roots and encourage industries and individuals to strive for excellence through competitions. Winning the blue ribbon at a fair competition is a great incentive to showcase the best of California.

Finally, through their social and cultural impacts, fairs embody the community spirit and highlight the diversity of the Golden State.

### *Gray Davis, Governor of California*

William (Bill) J. Lyons Jr., Secretary  
California Department of Food and Agriculture  
Division of Fairs and Expositions

### *Salinas Valley Fair*

Paul Slocum, CEO  
Phone (831) 385-3243  
[www.salinavalleyfair.com](http://www.salinavalleyfair.com)

<sup>1</sup> The economic impacts presented in this profile are local in nature and are for Monterey County only. Economic impacts presented in *Fairs: Exploring a California Gold Mine* are for the entire state of California. Since the impact areas in the two studies are different, results of the two studies are not directly comparable.

<sup>2</sup> For study methodology, refer to Appendix B of *Fairs: Exploring a California Gold Mine*.

<sup>3</sup> Jobs are measured by full-time equivalent counts. Due to the heavy reliance on temporary and part-time workers, the actual number of jobs is much greater.

<sup>4</sup> This report was prepared by KPMG at the request of the California Department of Food and Agriculture (CDFA), Division of Fairs and Expositions (F&E) for the exclusive benefit of CDFA-F&E and is subject to limitations described herein. KPMG relied upon data and other information provided by F&E and other sources, which were not independently verified by KPMG.